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MONTANA *Industrial Horizons*

STATE PLANNING BOARD December, 1960

The Montana State Planning Board is dedicated to assisting the expansion of present industry and the development of new industry for the benefit of ALL citizens of the Treasure State. One phase of the Board's work is to inform people unfamiliar with The Land of the Shining Mountains of our assets and natural resources.

Because the editorial "Montana Defined," written by George W. McVey, editorial director for the Montana Standard, Butte, describes Montana so remarkably well, we are reprinting this classic instead of presenting a traditional holiday message to our more than ten thousand readers.

MONTANA DEFINED

We have been asked to define Montana. What is it? we are asked. What does it mean? Where did it come from? Who owns it? Where is it going? Who runs it?

Those are tough questions, when you attempt to answer them.

You might say: Montana is one of the biggest wheat piles in the world. It's one of the biggest copper piles. It's one of the biggest lumber piles. It's a million sacks of sugar.

It's potentially the biggest hydroelectric power house in the world. It's a silver dollar. It's one state west of the divide and one state east of the divide. There's enough waste material left over to make a third state.

Montana is Robber's Roost. It's the Vigilantes hanging Henry Plummer. It's 4 million Christmas trees It's Custer's Last Stand.

Montana is Lewis and Clark and Sacajawea. It's the world's largest giant spring from which flows the mighty Missouri and the turbulent Columbia.

Montana is Fort Peck dam, the largest earth-fill dam in the world. It's a cattle ranch with the front gate 30 miles from the front porch. It's a rodeo. It's a dude ranch. It's Old Faithful. It's Gunsight Peak. It's Going-to-the-Sun Highway.

The U. S. Forest Service, which keeps an eye on the Christmas tree industry, reports that it has been estimated that Montana has captured approximately one-tenth of the national market. Montana shipped 3,751,000 trees to more than 26 states in 1959. Texas and California received 40% of the 1959 crop. 95% of the harvest came from Flathead, Lincoln, Missoula, Sanders and Lake counties with about 80% of the trees being cut on farms, ranches and other private land. The plus qualities which contribute to the popularity of Montana trees are that they last longer, shed fewer needles, branching is fuller, and trees are stockier which enhances their beauty. (1960's harvest has been estimated at 4,000,000 trees).

It should be noted that Montana's forest products industry is the fastest expanding segment of our economy. Great strides have been made . . will be made . . . to develop lucrative use of wood and its by-products. For more about Montana's resources please turn to page two.

Montana is Charlie Russell. It's the Richest Hill on Earth. It's Last Chance Gulch. It's a 10,000 mile trout stream.

Montana is Marcus Daly looking into the earth and seeing billions of dollars worth of copper.

Montana is Big Hole Basin with 10,000 haystacks.

Montana is a jewel-like mountain lake.

Montana is a miner, a cowboy, a lumberjack, a farmer, a dude rancher, an Indian, a cattle baron, a vigilante, a road agent, a fur trapper, a banker, an oil driller, an engineer, an artist, a writer, a soldier, a millionnaire.

Montana is a pine tree. Montana is a fat steer.

Montana is a gold mine, a silver mine, a copper mine, a zinc mine, a manganese mine, a lead mine. Montana is a ghost town. It's a Grasshopper Glacier. It's Yellowstone Park. It's Glacier Park.

Montana is a church spire. It's a school. It's a boy with a dog and a fishing rod. Montana is a scenic wonder. It's a volcano. It's a geyser. It's Hell cooled off.

It's a cherry tree, an apple tree, a potato, a mustard seed, an alfalfa patch, a lovely flower.

Montana is all these things and millions more. It's a home to some 675,000 people.

Some two millions of visitors come annually to drink in its beauty, enjoy its built-in air conditioning system, mingle with its friendly people.

When you attempt to define Montana you have to say it's everything and then some. Who owns it? It belongs to the ages. Who runs it? It has 675,000 operators, and there's room for 675,000 more. And it's the greatest state in the Union, if anyone asks. Any more questions?

If so, we shall be glad to hear from you.

around the state . . .

thar's still gold in them hills . . .

This old prospector is panning for gold. His method is simple and primitive when compared with huge mining operations such as Anaconda's Berkeley Pit in Butte. A few of the leading minerals and by-products of the Treasure State are copper, lead, zinc, silver, aluminum, coal, chromite, manganese, vermiculite, gold, talc, lime, gypsum, bentonite, travertine, picture rock, sulfur, phosphate rock, agates, barite, fluorspar, iron ore, char, and creosote.

Montana's "black gold" is found in the plains section. One of the interesting operations in petroleum production is seen in the above photograph. Huge pumps on the trucks are pumping acid into an oil well in Fallon County. The purpose of acidizing a well is to loosen the formation which then more readily releases the oil. Petroleum is Montana's richest mineral asset.

Chemical manufacturing is on the upsweep. One example is the Chemet Tale plant in East Helena owned by Columbia Paint Co. Chemet is used in the manufacture of paints and is also exported. . . . Petroleum refining and the utilization of by-products is very important to Montana's economy. . . Some other companies manufacturing chemicals are: Rocky Mountain Phosphates, makers of Feedphos to fatten cattle; Montana Sulphur and Chemical Co. of Billings, producers of sulphur; Montana Chemical Co. of Great Falls, makers of soap and glycerin; and Victor Chemical of Butte, manufacturers of elemental phosphates.

Any plant considering an industrial site in Montana is assured of plenty of low-cost electrical power. In addition to our abundant hydro power, the photograph above shows Montana-Dakota Utilities' lignite burning electric generation plant at Sidney. Montana-Dakota, Montana Power, and Pacific Power and Light will help industry with their industrial power requirements.

Montana has vast reserves of pure, cold water. Above ground there are many lakes and reservoirs. Flathead Lake is the largest body of fresh water west of the Great Lakes. Ft. Peck is the largest reservoir. There are 11,000 rivers and streams and 10,000 miles of fishing streams. The 11,000 rivers and streams flow into three great drainage basins—west to the Columbia, east to the Missouri, and into Hudson Bay on the north. Kerr Dam, spanning the Flathead River near Polson, is hydroelectric and supplies power for customers of The Montana Power Company.

Manufacturing and processing of agricultural products is a major item in Montana's economy. Coming up fast are feedlots which will utilize the rapidly increasing production of barley for fattening cattle, sheep, and hogs for local consumption. Also needed will be plants making fertilizer and processing such items as Betzes brewing barley, rape seed, and mustard seed.

Photographs courtesy of Montana Highway Department Highway Commission.

the role of the individual . . .

While several groups are working toward the goal of industrial development for Montana, it also is true that interested and enthusiastic citizens within the state are playing an important role. One such citizen is Glendive accountant John Cross, who discusses for us the part which Montana residents have played, and can continue to play, in the industrial development of our state.

Q. Industrial development of Montana is a subject of interest to many of our residents. Is it also a goal toward which we all have an obligation to work?

A. Industrial development is a goal which every single citizen of Montana has an obligation for which to work. None of us with any modesty could claim full credit for the good things which we enjoy. Our present standard of living is high because those who preceded us set for themselves a goal of leaving something better for their children than that which they inherited. If we are to continue to grow as a free society, our present generation must assume this same responsibility.

Free society guarantees the right to criticism and organization to better our economic status. It also demands the responsibility on the part of every individual to contribute something toward maintaining the economic society from which his benefits flow. The job of industrial development is not entirely the job of the man on Main Street. It is not even necessarily mainly his.

Every person who has a child, a relative or a friend knowingly or unknowingly has the responsibility of keeping alive a society in which his child, his relative or his friend can distinguish himself and enjoy a decent standard of living. If we, as individuals, turn this initiative completely over to some other group, then we, as individuals, are finished, and our exit as individuals will shortly be followed by the exit of our free society.

This responsibility does not mean setting a pattern of demanding more and more for our services, but rather of producing more and more so that our services are worth the price which we demand—so there will be something left in which others may share. This includes new ideas, new skills, new ventures, and new leadership of responsibility.

Q. What would be the benefits to Montana residents to see the growth of new industry and the development of existing industry?

A. The first impact from industrial development will be felt by labor. The existence of new jobs will create a greater demand for labor and consequently, increases in wages. There is a need in Montana for more employment opportunities for women employees and also for the construction worker, and semi and unskilled workers of other trades dependent upon seasonal work. These are the members of the labor force which would first feel the impact of industrial development.

New jobs would also create opportunities in our state for our college and trade school graduates presently leaving the state. Our present taxpayers would next feel the impact of industrial development by having the tax burden spread more widely. The retailer and those who furnish services will benefit from industrial development as a result of the increase in the consumer markets and finally, when this has all been done, the investor will reap his reward.

The opportunities must be such that the investor with reasonable foresight and vision can see a fair return on his investment. The man who works for wages must, with reasonable vision and foresight, be able to see an opportunity for himself and his family, and he must assume his share of responsibility in the fields of constructive leadership, constructive ideas, encouragement and good faith if the job is to be done.

Q. How can an individual help in this great job?

A. The individual can help in this job by being enthusiastic about his state and his community. He must be ready and willing to devote time and energy and he should be constantly thinking of better ways and tools to do things. The individual who works with tools is more likely to come up with ideas that can be turned into basic industry than the individual who works in an office or a store.

He must feel free to discuss his ideas with those who have talent in financing, promotion and organization. He must understand that there will be some risk and some discouragement, but he must also remember that this is the price of a free society.

Q. What are some of the areas in industry which you believe are ripe for development in Montana?

A. Following are some areas in industry which are ripe for development:

1. Livestock feeding and packing.
2. Feed manufacturing and development.
3. Crop development.
4. Research and development of our natural resources—water, oil, gas, timber, minerals, etc.
5. Manufacture and transportation of special fuels used in our defense facilities.

Q. Mr. Cross, is there anything else you would like to add?

A. I would like to add that individuals can assist in the industrial development program of Montana on a community level by investing within their means in local industrial development corporations, which would make it possible for people without capital but who have economically feasible ideas to start an industry. The availability of such capital would encourage more people to develop their talents and ideas into new small industry. Some of the larger and completely capitalized companies also like to have local people invest in new industries which they might sponsor within the community; the purpose of this is not mainly to raise capital, but rather to have the assurance of community good will on a continuing basis.

The people on a community level should become more conscious of Montana's industries insofar as their patronage is concerned. No industry can survive without a market. Unless Montana consumers patronize Montana industry, there is not much incentive for that industry to locate in this state. Montana consumers should understand that the patronage of Montana industry means more jobs for Montana residents, less taxes for Montana residents and more profit for Montana industry to continue to grow and expand. This patronage is the most effective single way that Montanans can keep their money at home, working in their state and their community.

with the planning board

Director E. O. Sowerwine, Jr., represented Governor J. Hugo Aronson at the Alaskan International Rail and Highway Commission meeting in Seattle, November 11. The purpose of the meeting was to hear a presentation of a technical-economic study of Alaska and Northwest Canada made by members of Battelle Memorial Institute, a Columbus, Ohio research organization. Information gathered in the Battelle study will be considered for incorporation into a report the AIRH Commission will prepare for Congress. The Commission's report will provide a basis for coordinated efforts between Canada and the United States in furthering economic development of the area and will also include aspects for military and civil defense. The most significant part of the report for Montana was the section on highway improvement and an integrated road system. Montana's place in the picture will hinge upon Congressional action.

Mr. Sowerwine met with members of the Trout Creek Community Improvement Association to discuss problems expected to arise from the installation of Durable Wood Products mill.

Other meetings Mr. Sowerwine attended were: Great Falls Chamber of Commerce to discuss types of industrial expansion which may fit in with the Minuteman missile project. . . Kalispell Chamber of Commerce Industrial Development Committee to outline steps to be taken in forming an economic development corporation (see "good news") . . . Midland Rehabilitation Association and Handicapped Incorporated of Billings to develop plans for employing a potential pool of 500 handicapped persons in manufacturing a "Made in Montana" line of products.

Assistant Director Everett Darlinton attended a State Planning Administrator's Conference in San Francisco, November 3 and 4. The meeting was called by the Regional 701 Administrator of the Housing and Home Finance Agency for the purpose of discussing federal regulations and procedures governing the conduct of city-county planning programs. En route, Mr. Darlinton visited the Utah Committee on Industrial and Employment Planning in Salt Lake City and the Intermountain Forest and Range Experiment Station in Ogden.

Mr. Darlinton spoke on industrial development and city planning at a dinner meeting of the Three Forks Chamber of Commerce, November 15th.

so long, Hugo—ajo . . .

Montana's popular Governor J. Hugo Aronson ". . . did not choose to run" and will be leaving office on January 2nd. The members of the State Planning Board would like to take this opportunity to say, "Best wishes for a happy future" to all the Aronsons—Our Galloping Swede, Mrs. Aronson. and Rika.

REMINDER . . .

Have you ordered your Resources Data Sheets?

good news . . .

The Kalispell Chamber of Commerce announced that the board of directors had approved the formation of a corporation similar to those in operation at Great Falls and Missoula. Purpose is to step up the Flathead Valley's economy by bringing in new business and payrolls.

Jack Hallowell. former state advertising director and publicity chief for Western Life Insurance Co. (moving to St. Paul), resumed the position of Montana's advertising director. Jack, who didn't want to leave Montana, sparks our fifth largest basic economic asset—tourism. (Agriculture, manufacturing, minerals,, and federal income disbursements, are the other four in order).

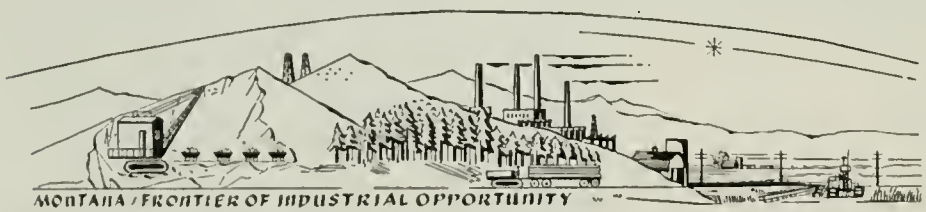
Montana's Chief Geologist, Uuno M. Sahinen, announced that a vein of barite was uncovered by a bulldozer working near the west flank of the Tobacco River Valley about five miles southeast of Eureka. Anyone interested in commercial development should conduct further investigations.

POTPOURRI: 1960-1961

Along with our fellow citizens. the State Planning Board has come down with the annual malady . . . holidayitis . . . which manifests itself around Thanksgiving but is pretty well cleared up by mid-January. Symptoms and side effects show up in these ways: we become more polite, kinder. gentler, jollier, and happier. Conversation centers on home, fireside, presents trees, trimmings wrappings, cards; and—"will it snow for Christmas?"

We are looking forward to 1961 because we feel Montana's future is bright. Montana is blessed with vast resources. Let's generate the cooperation and enthusiasm and know-how which will result in an orderly development of a sound economy for the Treasure State.

Before wrapping up the final issue of INDUSTRIAL HORIZONS for 1960, we would like to extend our sincere wishes for a **happy holiday season and a very prosperous New Year!**



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